



Social Impact & Philanthropy

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MEOW WOLF, INC



Opportunity Sizing: What do we Fund?



WE RECEIVE THOUSANDS OF REQUESTS FOR SUPPORT ANNUALLY. HOW DO WE DETERMINE WHETHER AN OPPORTUNITY IS THE RIGHT FIT?



Community

For our Community engagement, we focus our philanthropic efforts on local artists, non-profit organizations, schools and municipalities. This includes opportunities located in New Mexico, Las Vegas, Denver, Washington, DC, and Phoenix.

- 1) Where is this Opportunity located?
- 2) Is the organization a local Artist, school, 501(c)(3) or fiscally sponsored?
- 3) Does this proposal include directly supporting arts, artists and the local arts community?



Marketing

For our marketing efforts, we focus our energy into authentic local community opportunities that support artists and the arts directly. This includes opportunities located in our current markets, and opportunities that expand our audience to targeted populations.

- 1) Is this opportunity on brand?
- 2) How many people or artists would this opportunity reach?
- 3) Does this opportunity expand our reach into targeted markets?



Business Development

Developing relationships that support the creative economy are key to our long term support of artists and creatives. We are actively looking for collaborations with like minded businesses that support artists and expanding technologies.

- 1) Does this opportunity generate revenue?
- 2) Does this opportunity showcase our already committed projects or expand our creative capacity?
- 3) Does the potential partner's public image and/or leadership align with our organizational values?

Philanthropy Priorities

WHAT DO WE CARE ABOUT AND TYPICALLY FUND?



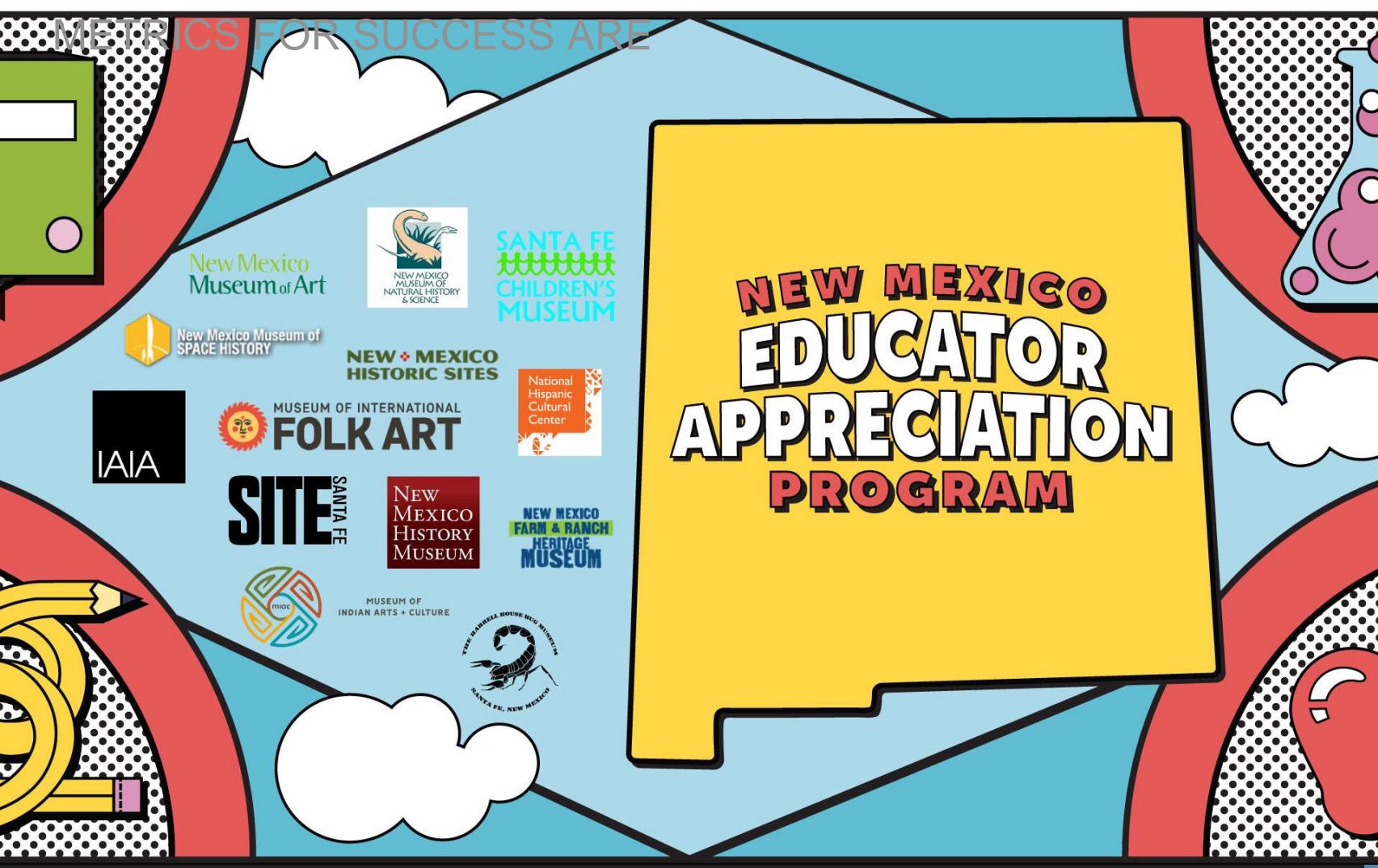
The arts have traditionally played a significant role in the culture and history of New Mexico and continue to contribute substantially to our state’s economy and civic life. It is core to Meow Wolf’s ethos that we use our philanthropy to inspire others to create, particularly young people and underserved populations who might lack access to creative outlets. As we grow into new communities and grow in our home state, Meow Wolf is dedicated to support creativity for all.

- **Art Access:** We value creativity in all forms and strive to support organizations who work to increase access to culturally relevant art for youth and adults. Meow Wolf also supports efforts to recognize, build, and maintain inclusive and diverse audiences for arts and culture. Our focus is on supporting established programs and organizations that seek to leverage arts, creative expression and aesthetic experiences for the purpose of inspiring diverse audiences and driving higher levels of community and civic engagement.
- **Art & STEAM Education:** Meow Wolf knows firsthand how important it is that all students have access to quality art and science education in our public schools. This includes supporting programs that provide inclusive and culturally relevant creativity in a classroom setting, outside the classroom with free programming, and supporting organizations that advocate for policy reforms. Our education priority also includes supporting field trip opportunities for students of all ages, and supporting training programs for artists of all ages to hone their crafts.
- **Artist Engagement:** Through all of our work, we seek to support artists directly through our partnerships and collaborations. One of the main questions we ask ourselves when reviewing our opportunities is “Does this project directly support and pay a local artist?” We work with local artist in our exhibitions, on community projects and through our annual DIY Fund.
- **DIY Fund:** This annual fund is open to small scale arts and music spaces across the U.S. It is geared towards existing spaces that receive less than \$50,000 in funding per year, and provide creative opportunities for their local community. It is very competitive and we received over 300 applications in 2018.

All of our grants require an application, our average donation is \$1,000 per group to begin building a relationship.

These priorities will guide decisions in funding, passes donations, in-kind support and other programmatic activities.

How do we measure success?



Was the opportunity all ages, all abilities and family friendly?

All meow wolf locations are designed and built with activities for all ages and abilities at the heart of the project. We value opportunities that are inclusive to children, families, and people of all abilities.



Are Artists being paid through this opportunity? How many partners are involved?

Two of our most important metrics of success are how many artists an opportunity directly supports and the number of partners involved in an event or opportunity. We value collaboration and working together to pay artists in all of our locations.



Did the project bring new audiences to the arts?

We know that many of the people who would like to visit meow wolf and would benefit from the unique experience often don't have the resources to visit us or other art Museums or institutions. We value increasing access to our space and to the arts.

Tips, Tricks & Thanks!

HERE ARE SOME RESOURCES TO GUIDE YOU THROUGH MEOW WOLF'S SOCIAL IMPACT WORK

• WEBSITE RESOURCES:

- Community - Walks through our philosophy and the different areas of our social impact work.
<https://meowwolf.com/about/community>
- Artist Engagement - Details our work with local artists and provides link to submit portfolio.
<https://meowwolf.com/about/artist-engagement>
- DIY Fund - Read more about our annual DIY Fund and application process. Currently open through September 30th!
<https://meowwolf.com/about/community/diy>
- Philanthropy - Explains our priorities for funding, passes and other engagements, along with a link to submit a request for support. <https://meowwolf.com/about/community/philanthropy/>
- Request Support - Partners or potential partners should always submit a proposal for funding, collaboration, passes and more. Our focus is on arts non-profit organizations in our announced markets.
<https://meowwolf.com/about/community/request-contribution/>

GENERAL TIPS:

Do your homework - Who is Meow Wolf? What do we care about? What are our philanthropy priorities?
Know your audience: Read website information and priority areas, know who Meow Wolf is and what we stand for, gear your proposal to speak to us!
Follow the process - we don't make exceptions often. Follow the process to apply for funds or passes, wait the time listed and follow up in case we have questions or concerns you can answer.
Coordinate with your Team: Often times we receive multiple requests from the same organization, help us by ensuring one proposal is submitted.
Apply Early - we typically take 6-12 weeks to review all of our requests, including passes & donations.
Be Specific: With your asks! If you want \$2500 tell us, if you want 20 passes tell us! It helps reduce back and forth and helps us plan for our efforts monthly.
Follow up with us - Haven't heard back after 6-12 weeks? Follow up via email on the original request (do not start a new thread).
Be Respectful - we are human beings too! Be kind, be thoughtful and be polite if you want to build a relationship.

QUESTIONS: After you've done your homework, contact us! Email us at Impact@MeowWolf.com.

Danika Padilla Bio



Danika Padilla

Sr. Director of Social Impact

Meow Wolf, Inc

With over a decade of political and non-profit activism, Danika is passionate about expanding the role that businesses play in building and supporting strong communities. Danika joined Meow Wolf in 2018 as the Director of Community Development, and is now the Senior Director of Social Impact. She heads all aspects of the company's social and corporate responsibility planning, philanthropy and community engagement. As part of this role, Danika is working to engage local stakeholders and to foster long term community relationships across all of Meow Wolf's locations; including Santa Fe, Las Vegas, Denver, Washington DC, and Phoenix.

After moving six times in the last eight years, she is thrilled to be putting down roots with her husband, Sam Jones in Santa Fe. In her free time, you can find her exploring our remarkable public lands.